

UV-54

UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants

Knudson et al.

Application No.:

09/070,604 Confirmation No.: 4617

Filed

April 30, 1998

For

PROGRAM GUIDE SYSTEM WITH

ADVERTISEMENTS

RECEIVED

Group Art Unit :

2611

SEP 2 5 2002

Examiner

Ngoc K. Vu

Technology Center 2600

New York, New York September 20, 2002

Hon. Commissioner for Patents

P.O. Box 2327

Arlington, VA 22202

SUBMISSION OF FORMAL DRAWINGS

Sir:

Pursuant to 37 C.F.R. § 1.85, applicant herewith furnishes Twenty-Four(24) sheets of formal drawings (Figs. 1-23), to be substituted for the Twenty-Four (24) sheets of drawings filed on August 28, 1998.

Respectfully submitted,

Kevin T. Roddy

Reg. No. 50,577

Attorney for Applicants

FISH & NEAVE

Customer No. 1473

1251 Avenue of the Americas New York, New York 10020-1104

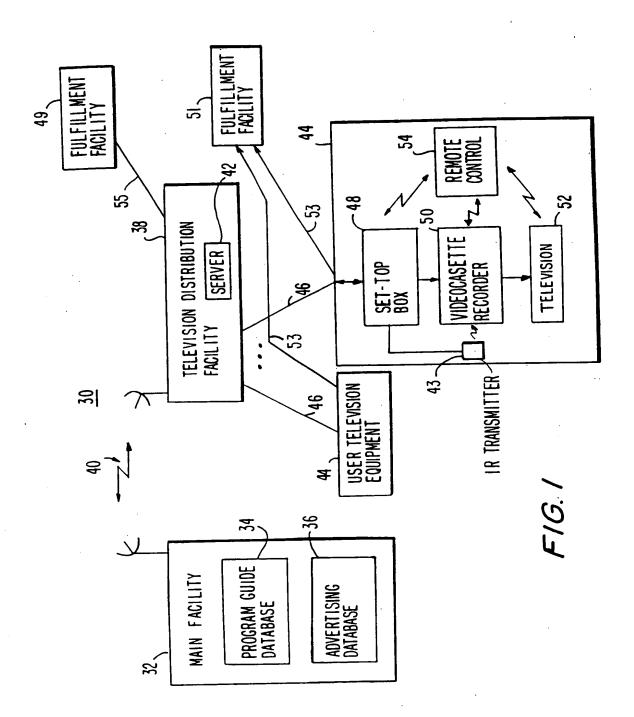
Tel.: (212) 596-9000 Fax.: (212) 596-9090

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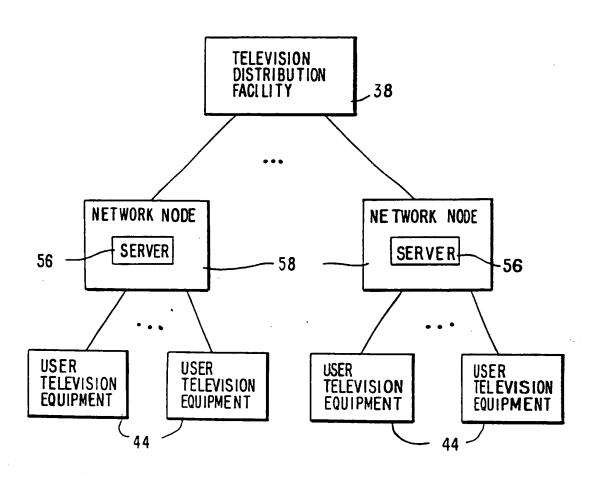


FIG. 2

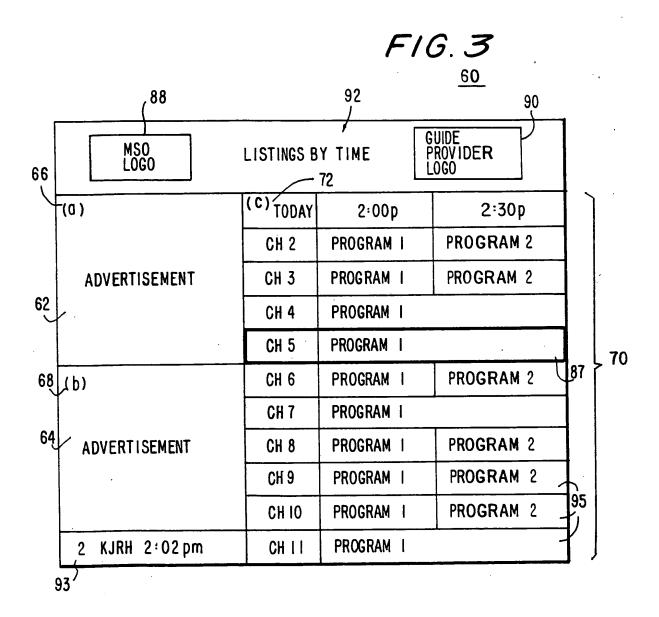


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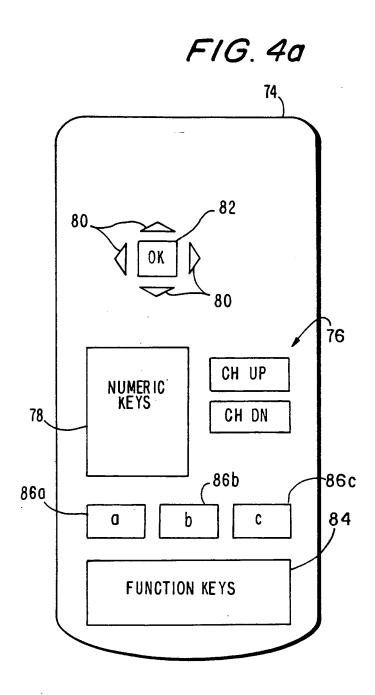


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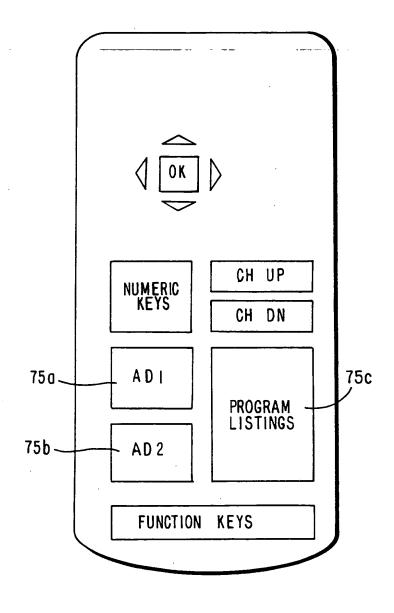




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FIG.4b





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FIG. 5 , 94 TEXT ADVERTISING INFORMATION 96 98 GRAPHICS ADVERTISING INFORMATION ADVERTISING OPTIONS VIDE0 **ADVERTISING** INFORMATION 102 100



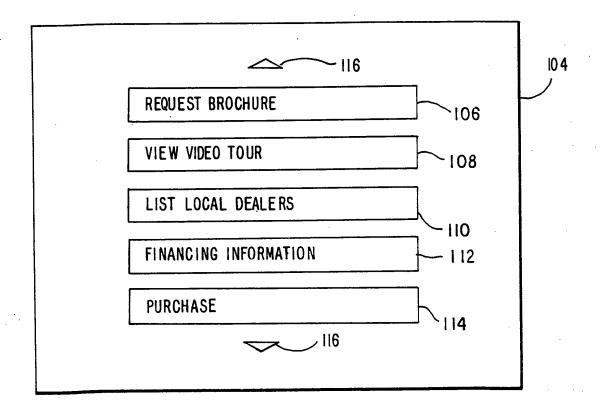
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FIG.6

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FIG. 7

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MSO LOGO	LISTINGS BY TIME	GUIC PRO LOG	DE VIDER O	
(a)	(c) TODAY	2:00 p	2:30p	
	CHI	PROGRAM I	PROGRAM 2	120
ADVERTISEMENT	CH 2	PROGRAM I	PROGRAM 2	
	CH 3	PROGRAM I	PROGRAM 2	
·	A D	VERTISEMENT	_	118
(b)	CH 4	PROGRAM I		
	CH 5	PROGRAM I		
ADVEDTICENENT	CH 6	PROGRAM I	PROGRAM 2	
ADVERTISEMENT	CH 7	PROGRAM I		
	CH 8	PROGRAM 1	PROGRAM 2] ,,,
	CH 9	PROGRAM I		122



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	LOGOS			
(a)	(c)TODAY	2:00 p	2: 30 p	
	CH 2	PROGRAM I	PROGRAM 2	
ADVERTISEMENT	CH 3	PROGRAM I	PROGRAM 2	
	AC	ADVERTISEMENT		
	CH 4	PROGRAM I		
(b)	CH 5	PROGRAM I		
ADVERTISEMENT	CH 6	PROGRAM I	PROGRAM 2	
	CH 7	PROGRAM I		
	CH 8	PROGRAM I	PROGRAM 2	
	СН 9	PROGRAM I		
	CH 10	PROGRAM I	PROGRAM 2	

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	MSO LOGO LISTING	S BY TIME	GUIDE PROVIDER LOGO		
(0)		(c) _{TODAY}	2:00 p	2:30 p	
		CH 2	PROGRAM I	PROGRAM 2	
	ADVERTISEMENT	CH 3	PROGRAM I	PROGRAM 2]
		CH 4	PROGRAM I]ı,
	AD	VERTISEMENT		γ	
(b)		CH 5	PROGRAM 1		
		CH 6	PROGRAM I	PROGRAM 2]
	ADVEDTIGENERIT	CH 7	PROGRAM I		
	ADVERTISEMENT	CH 8	PROGRAM I	PROGRAM 2	
		CH 9	PROGRAM I		
		CH 10	PROGRAM I	PROGRAM 2	7

FIG. 9



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FIG.10

CHI	PROGRAM I	PROGRAM 2
CH 2	PROGRAM I	
CH 3	PROGRAM I	
A	DVERTISEMENT	
CH 4	PROGRAM !	PROGRAM 2
CH 5	PROGRAM I	
CH 6	PROGRAM I	

CH 7	PROGRAM I	
CH 8	PROGRAM I	PROGRAM 2
CH 9	PROGRAM I	PROGRAM 2
A	DVERTISEMENT	
CH 10	PROGRAM I	
CH I I	PROGRAM I	
CH 12	PROGRAM I	PROGRAM 2



ion No.: 09/070,604 : April 30, 1998 : PROGRAM GUIDE SYSTEM WITH ADVERTISEMENTS Attorney: Kevin T. Roddy, Reg. No. 50,577 Sheet 12 of 24 12/24 FIG. 11a PROGRAM LISTING PROGRAM LISTING 126 PROGRAM LISTING ×124 PROGRAM LISTING PROGRAM LISTING PROGRAM LISTING PROGRAM LISTING F1G. 11b PROGRAM LISTING PROGRAM LISTING PROGRAM LISTING -PROGRAM LISTING ADVERTISEMENT 128 PROGRAM LISTING PROGRAM LISTING PROGRAM LISTING 124 PROGRAM LISTING PROGRAM LISTING 126 PROGRAM LISTING 128 ADVERT ISEMENT PROGRAM LISTING 126 PROGRAM LISTING FIG. 11c PROGRAM LISTING

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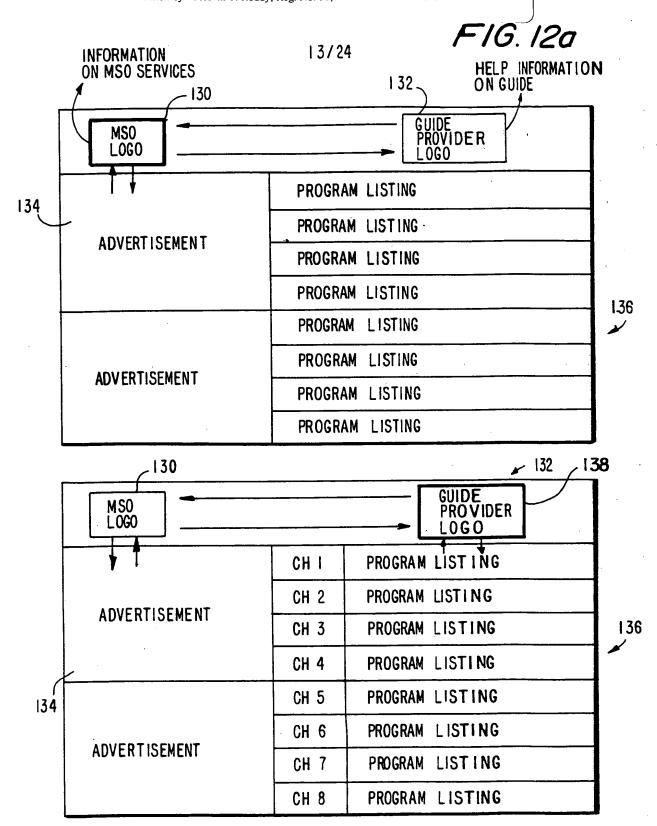


FIG. 12b



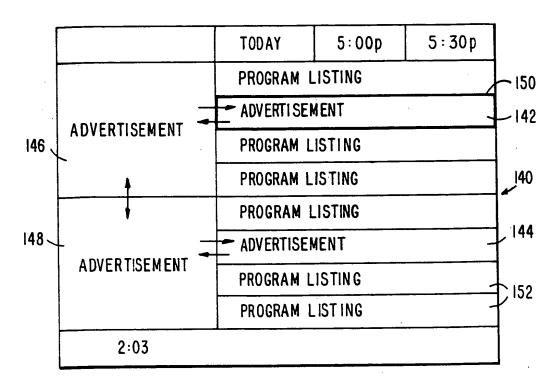
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FIG. 13



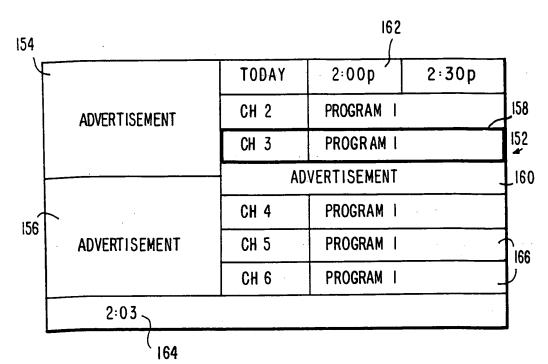


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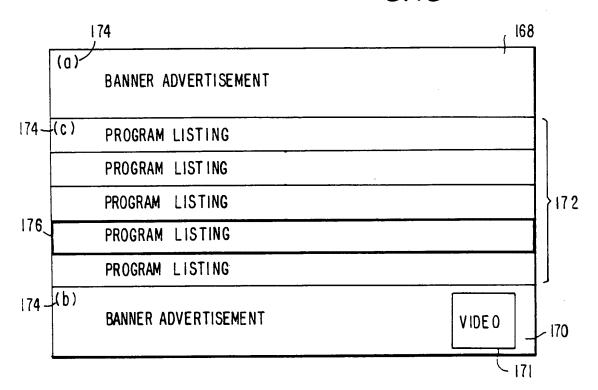
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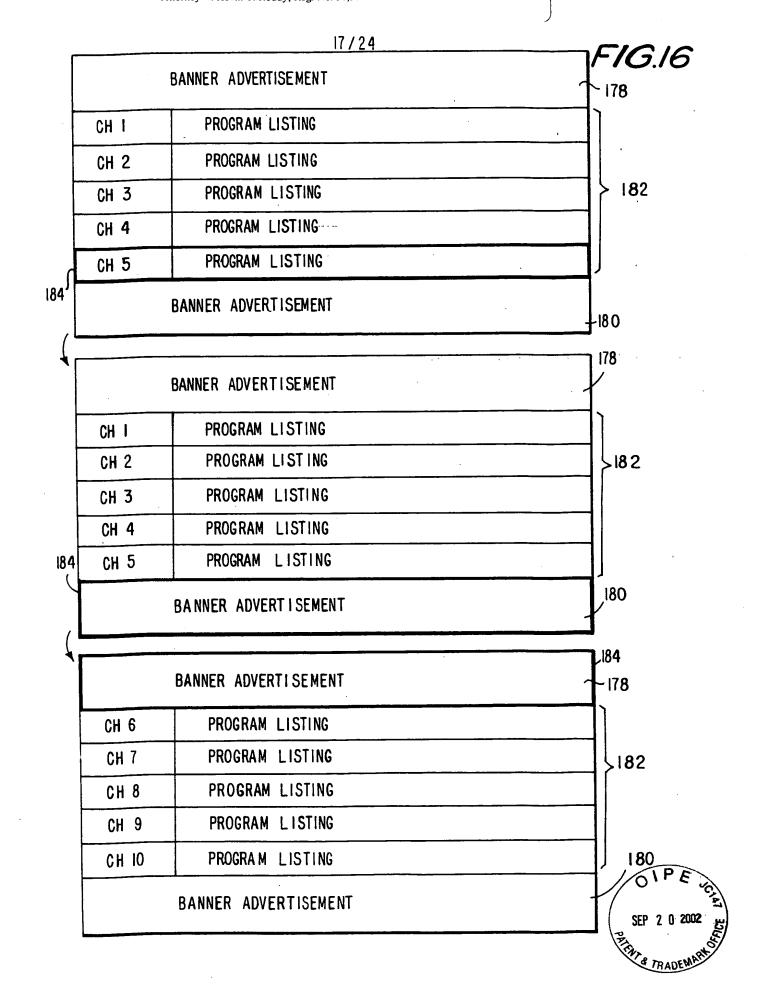
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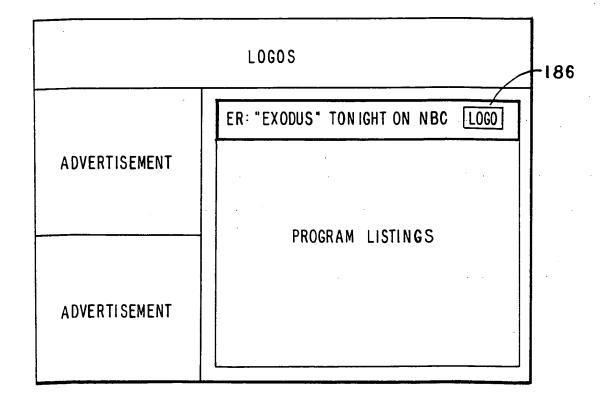
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FIG.17

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For

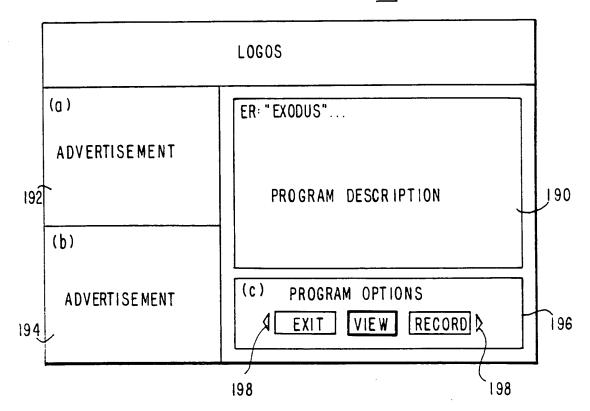
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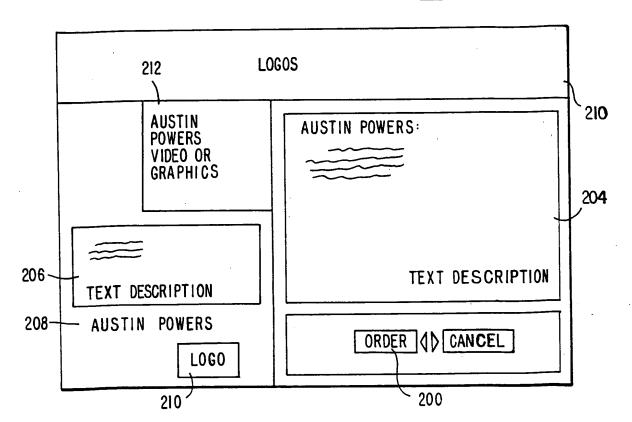
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FIG. 19

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21/241 - 242 BY TIME LOGO MS₀ 246 240 -4 10:30 AM D LOGO TIME/CHANNEL 244 214 213 🛰 THE COAST IS TOAST 1997 ANDY GRIFFITH 10:30-11a 2 KWGN 220 4 KCNC PRICE IS RIGHT 10-11a 10:30 - 1 la 6 KRMA BIG COMFY COUCH MISS SEINFELD TONIGHT AT 8PM ON NBC! DON'T 218 9 KUSA **MAURY** 10 -110 SESAME STREET 10 -11a 12 KBD1 21 DIS-W KATIE AND ORBIE 10:30 -1 la **GRAPHIC** THURSDAYS IMAGE 216 10/9 PM 242 BY TIME LOGO MS0 LOGO -246 244 240 4 10:30 AM D TIME/CHANNEL 214 THE COAST IS TOAST 1997 10:30-11a ANDY GRIFFITH 2 KWGN 401 REQ (VOLCANO 4-6p 222 228 A SUBTERRANEAN TREMOR RELEASES A FAULT LINE BELOW 230 THE CITY OF LOS ANGELES IN THIS EPIC DISASTER FILM, STARRING TOMMY LEE JONES 226 RECORD CANCEL BUY 224 224 240 242 LOGO BY TIME 246 -224 MS₀ 4 10:30 AM LOG0 TIME/CHANNEL 244 214 THE COAST IS TOAST 1997 232 ANDY GRIFFITH 10:30-11a 2 KWGN 238 ER 9-10P 9 KUSA DOUG AND CAROL'S WEDDING PLANS ARE POSTPONED ONCE MORE. MARK LEARNS THE TRUTH ABOUT HIS 236 MOTHER'S ILLNESS. FIG.20 OIPE CANCEL 2**34** BUY RECORD 234 SEP 2 0-2000 THE TRADEMAR Applicants: Knudson et al. Applicants: No.: 09/070,604 Fig. : April 30, 1998

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	LOGO			
	TODAY	2:00p	2:30 p	۱ ۱
	CHI	PROGRAM I	PROGRAM 2	252
ADVERTI SEMENT	"PROGRA	"PROGRAM X" TONIGHT ON CH I		
	CH 3	PROGRAM I	PROGRAM 2	248
	CH 4	PROGRAM I		
	CH 5	PROGRAM I		
	CH 6	PROGRAM I	PROGRAM 2	
ADVERTISEMENT	CH 7	PROGRAM I		
	CH 8	PROGRAM I		
	CH 9	PROGRAM I		



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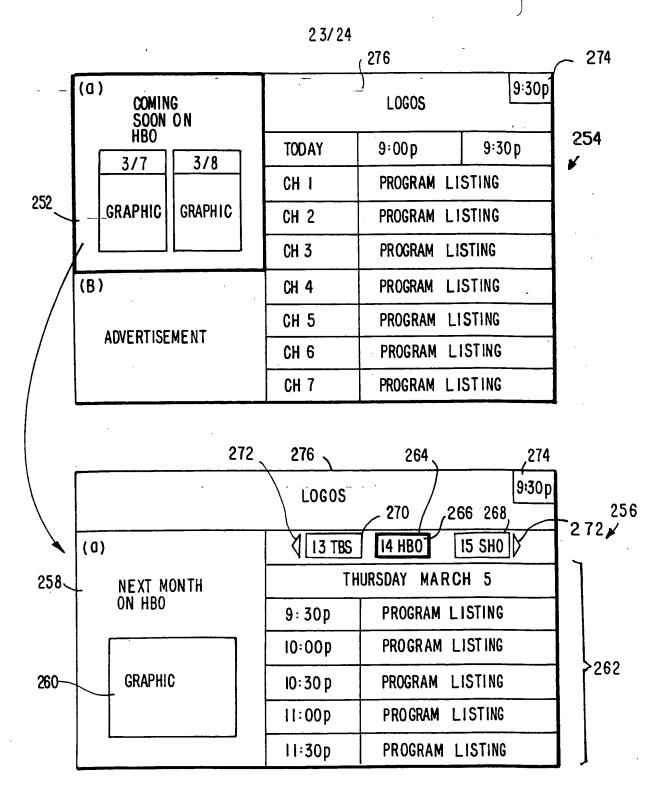


FIG. 22



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